What does ending mean?

Janelle Jenstad
Martin Holmes
</endings>

Ending is either:

- completion

    or

- stopping

- Completion is desirable.

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- Stopping is inevitable.

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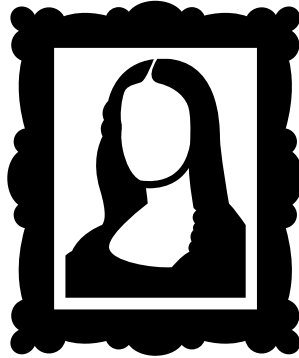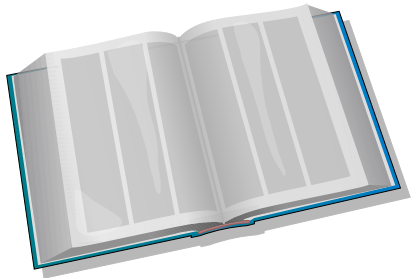- Stopping can happen at any time.

- Completion is desirable.

- Stopping is inevitable.

- Stopping without completion is bad.

- Stopping can happen at any time.

- Therefore your project should always be complete.

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How is that possible?

- Consider:

How is that possible?

- Consider:
  - Printed books
  - Vinyl records
  - Paintings (framed and sold)
  - Movies (released)

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These products are finished.

- Nobody is in any doubt about whether they're finished or not.

- Digital projects should be the same.

Symptoms of incompleteness...

- Missing sections
- Pages apologizing for missing sections
- Broken links and 404s
- Vague promises of things coming soon

Symptoms of incompleteness...

- Errors
  - Of fact
  - Of spelling/grammar
  - Of style

- Frequent changes without clear information about what and why

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Symptoms of incompleteness...

Under construction

Testing!

BETA

beta

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The edition model

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The edition model

- An edition is completed, edited, copyedited, proofed, corrected, finalized, printed and released.

- The edition and date is clearly specified in the product.

- Work may or may not begin on a subsequent edition.

- Each edition remains current until a subsequent one is released.

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Goals for an edition

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- **Coherent** (everything fits together logically; every link works)

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Goals for an edition

- **Coherent** (everything fits together logically; every link works)

- **Consistent** (the same thing is always done in the same way)

- **Complete** (everything required or promised is delivered in full)

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